



The New Jersey Chapter of CMA
Invites You
To A One -Day Workshop

Featuring

“7 Principles to Engage Your Customers” Presented by Bryan Williams”

“Government Matters” Presented by Brad Steele

“Coloring Outside the Lines-Creating a New Club Management Experience”

Presented by Jeff Tobe

Monday, January 9, 2017

Schedule

SUNDAY- January 8, 2017

Welcome Cocktail Party

Presenting Sponsor

Judd Brown Designs/Jefferson Group Architecture



5:30 p.m.-7:00 p.m.

The Gypsy Bar

Dinner & Gambling on your own

MONDAY-January 9, 2017

Workshop

8:00 a.m. – 9:00 a.m.- Continental Breakfast

9:00 a.m. – 12:00 p.m.-Bryan Williams

12:00 p.m. - 1:00 p.m.- Lunch

1:00 p.m – 1:30 p.m.-Brad Steele

1:30 p.m.-4:30 p.m.- Jeff Tobe

All registered attendees who pass the exam, will receive 6 CMI Credits for Monday

Session I

“7 Principles to Fully Engage Your Customers”

Bryan Williams



Purpose: Provides participants with a clear understanding of how to deliver exceptional service.

Workshop Overview: This workshop is designed to explore ways to use the 7 Principles to Fully Engage Your Customers. The principles will be reviewed and emphasis will be placed on how to deliver and sustain exceptional service.

Learning Topics:

- Principle 1 Be eager to serve
- Principle 2 Be welcoming
- Principle 3 Create an inclusive atmosphere
- Principle 4 Create a total experience
- Principle 5 Turn customers into ambassadors
- Principle 6 Offer a gracious goodbye
- Principle 7 Earn your customers' confidence...reap the rewards

Target Audience: Managers, Supervisors, Line Employees

Session II

Government Matters: 2017 Update

Brad D. Steele, VP of Government Relations & General Counsel

We all scratch our heads and sigh when thinking about the decisions being made by politicians in Washington, DC. The legislative process is often slow and its impact seems remote. Unfortunately, the policies put in place in our nation's capital can have a significant bearing on your club's success.

As the voice of the private club industry, NCA is actively engaged in protecting and defending the interests of private clubs with leaders in Washington. This presentation will provide an insider's guide to what's going on in Congress and how those on Capitol Hill are directly affecting your club's day-to-day operations. Specifically, this session will provide an in-depth look at the election results and what they mean for our industry.

The session's learning objectives will be to:

1. Inform club professionals about the legislative and regulatory measures that are now in place and how to comply with them.
2. Inform club professionals about the impact pending federal legislative and regulatory measures will have on our industry.
3. Provide club professionals the tools they need to help protect our industry's rights with elected officials.

Session III

cOLORiNg OUTsiDe tHe LiNes![™] with NJCMA

...Creating and Implementing the IDEAL 'customer' Experience

Jeff Tobe



This high-energy, participatory, humorous session has received outstanding reviews from diverse club professionals around the world. Certified Speaking Professional, Jeff Tobe, challenges you to **step outside your comfort zone** in positioning yourself and your club more creatively than ever before. He provides the insight you require to give yourself the **'competitive edge'** for which we all strive in this industry!

To be effective in today's marketplace, you must be creative and innovative in getting our people and our members more **engaged**. Everyone is creative when it comes to change, each time they question the 'norm' and they force themselves to **look at a challenge from a different perspective**. Coloring Outside the Lines helps participants effectively use their innate creativity to their benefit in both their professional and personal lives.

Tobe is not just entertaining—he provides real 'tools' to creatively thriving in a changing and challenging marketplace. He believes in the power of creativity to look at your club and the profession from a new perspective and accept that member service is no longer the bar that distinguishes us from our competitors. We now have to consider our internal and external customers' EXPERIENCES from the minute they make contact with us to the minute they are done! He teaches organizations that to grow, and increase their bottom line, they must first implement strategies that have a fresh approach. Tobe believes in the power of **INFLUENCE and PERSUASION** to change an organization's culture in today's topsy-turvy economy.

Jeff encourages participants to *“stop looking in our rear view mirrors to see how things have been done in the past”*. Instead, he urges you to *“look through your windshield to see what is coming down the road ahead in the club world”*.

What makes you different than anyone else out there? Attendees tackle the issues of **VALUE vs. THE PERCEIVED COST** of doing business with you. Tobe offers techniques to getting 'internal' and 'external' clients to **buy into your innovative ideas** when you do develop them. He addresses the concept of seeing the world through their eyes—from their perspective! Most important, his sessions are upbeat, interactive and FUN!

ARE YOU WILLING TO COLOR OUTSIDE THE LINES?

Join Jeff to learn:

- How to spark innovative thinking—in yourself and others
- A guaranteed method to get your people and your members more engaged
- Techniques to effectively manage the change that comes with innovation
- How to challenge your existing “boundaries”
- How to make the shift from customer service to customer experience
- How to get buy in at every level of the organization to new ideas/concepts
- How to understand your customer better and work with them in a way in which they NEED to be worked with